

**CALIFORNIA ARCHITECTS BOARD
LANDSCAPE ARCHITECTS TECHNICAL COMMITTEE
STRATEGIC PLAN 2003**

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INTRODUCTION

Effective January 1, 1998, the California Architects Board (CAB) assumed responsibility for regulating the practice of landscape architecture in this state. Under the enabling legislation (AB 1546 – Chapter 475, Statutes of 1997), the California Legislature created the Landscape Architects Technical Committee (LATC), which consists of five professional members. The LATC performs the duties and functions delegated to it by CAB.

The LATC assists CAB in the examination of candidates for licensure and, after investigation, evaluates and makes recommendations regarding potential violations of the Landscape Architects Practice Act. It is also charged with the duty to investigate, assist, and make recommendations to CAB regarding the regulation of landscape architects in California.

The laws and regulations addressing the practice of landscape architecture benefit two primary categories of people.

First, regulation protects the public at large. The primary focus of a landscape architect is to create ways in which people can safely interact with their environment. The practice of landscape architecture means planning and designing the use, allocation and arrangement of land and water resources through the creative application of biological, physical, mathematical, and social processes to safeguard the public. Landscape architectural services include:

- Investigation, selection, and allocation of land and water resources for appropriate uses
- Feasibility studies, formulation of graphic and written criteria to govern the planning and design of land construction programs
- Preparation review and analysis of master plans for land use and development
- Production of overall site plans, landscape grading and landscape drainage plans, irrigation plans, planting plans, and construction details
- Specifications
- Cost estimates and reports for land development
- Collaboration in the design of roads, bridges, and structures with respect to the functional and aesthetic requirements of the areas on which they are to be placed
- Negotiation and arrangement for execution of land area projects
- Field observation and inspection of land area construction, restoration, and maintenance

Second, regulation protects consumers of services rendered by landscape architects. The LATC helps consumers directly by providing information on the selection and hiring of landscape architects and by establishing regulations and enforcement/complaint handling procedures that protect consumers from incompetent and dishonest practitioners.

As marketplace conditions change, it is the role of the LATC to monitor and respond to those changes that impact the health, safety and welfare of the public.

STRATEGIC PLANNING PROCESS

Prior to the establishment of the LATC, an interim Landscape Architects Advisory Council held two strategic planning sessions in October and November 1997. At the completion of these sessions, the Council had defined its mission and vision statements, identified three key strategic issues and had begun to identify specific goals in furtherance of its mission.

Legislative authority for the formation of the permanent LATC became effective on January 1, 1998. The LATC held its first meeting on April 16, 1998, at which time it evaluated the draft Strategic Plan developed by its predecessor and continued its refinement. At the completion of the April 1998 strategic planning session, the LATC had formally adopted its mission, vision, key issues, and prioritized its goals.

In all subsequent years, the LATC reviewed and updated the Strategic Plan in response to changing conditions, needs, and priorities. At each session, the LATC reviewed its progress on objectives over the previous year, updated the environmental scan in response to changing economic and technological climates, reviewed its mission and vision statements, and strategized to meet the challenges of the coming year.

This document reflects the latest round of planning and discussion.

The development of a strategic plan for the LATC is ongoing. Once the main elements of the plan are approved by CAB, the LATC develops specific action plans for each goal and objective, and continually monitors its performance in achieving them.

LATC EXTERNAL ENVIRONMENT

In developing its Strategic Plan, the LATC examines the external factors that impact the field of landscape architecture in general and the LATC's mission in particular. Seven major factors have been identified based on perceptions and observations of LATC members and practitioners:

CHANGES IN PRACTICE

- Continuing uncertainty in the State economy
- Increasing emphasis on security, crime prevention, and anti-terrorism in public space design
- Increasing average firm size
- Continuing labor shortage of landscape architects, especially mid-career professionals
- Expanded use of contract labor
- Increasing liability, risk and exposure due to lawsuits; forensic landscape architecture is on the rise
- Greater need for writing, communication, business and critical reasoning skills
- Practice of landscape architecture is evolving rapidly
- During the economic downturn, landscape architecture firms appear to be more stable than in previous years
- Increasing divergence between education and actual practice of landscape architecture
- Increasing reliance on environmental and biological science as a basis for landscape architectural design
- Widening scope of practice and responsibilities
- Potential increase in unlicensed activity
- Increasing number of building codes and standards affecting the practice of landscape architecture
- Greater cooperation between landscape architecture practitioners and academics

PROFESSIONAL COLLABORATION

- Increasing involvement as primary members of professional architecture and engineering consultant teams
- Increasing collaboration of landscape architecture, planning, design and engineering professionals

PUBLIC/CLIENT RELATIONS

- Greater public awareness of what landscape architects do
- Greater expectations for landscape architects to contribute to the public good, meet environmental quality goals, and garner community support
- Increasing client expectations for cost control, timely project delivery, agency processing, etc.
- Increasing expectations of consumers regarding quality of life issues in their communities
- Increasing public interest in park expansion and development

PROFESSIONAL DEVELOPMENT

- Greater emphasis on professional development and continued competency due to more stringent technical requirements, incorporation of scientific knowledge and new laws and mandates
- Increasing knowledge base and specialty expertise
- Getting more “contextual design” projects that offer the opportunity to apply environmental science principles
- Growing number of landscape architects taking on more “environmental” responsibilities such as sustainable design, site hydrology, and environmental technologies; landscape architects in leadership or “prime roles” for these issues

INFORMATION TECHNOLOGY

- Continuing/expanding use of technology (e.g., CAD, GIS, electronic plan checking, smart permits, etc.)
- Technology offers an opportunity for “practice without presence” and a stronger global influence impacting the way landscape architects and staff are supervised
- Less face-to-face communications; greater reliance on email
- Greater use of technically-oriented professionals (especially for CAD and GIS) who may or may not be landscape architects
- Technology is blurring lines of responsibility due to remote supervision of design production and non-licensed professionals working in technical capacities
- Greater reliance on computer-aided design and drafting increases the difficulties and complexities of design production and supervision and can lead to a false sense of confidence regarding quality of technical drawings
- Increasing use of new products, especially recycled materials

GOVERNMENT

- Greater number of government services being offered via the Internet (“e-government”)
- Increasing concerns about state budget conditions
- Increasing level of sophistication and expectations from local city councils and planning commissions concerning project life-cycle costs (especially maintenance and operations)

CULTURE AND LIFESTYLE

- Growth pressure throughout California offers opportunities to address urban/agriculture interface, water issues, toxins, transportation, transit-oriented development
- Transfer of wealth to baby boom generation (who have high lifestyle expectations and are seeking sense of place) and to Generation X
- Focus on “New Urbanism” and improving quality of life
- Security concerns are leading to greater emphasis on “staying at home” or “cocooning”

STRATEGIC ISSUES

While discussing the external environment, a number of strategic issues were identified by the LATC in the areas of education, examinations, professional qualifications, enforcement and safety, public and professional awareness, and organizational effectiveness. The LATC recognizes that these broader issues are interrelated and require focused attention.

EDUCATION

- Promoting continuing education for landscape architects
- Supporting accreditation of approved extension certificate programs
- Participating in the process of educating students so that they are properly prepared to practice safely upon licensure

EXAMINATIONS

- Evolving nature of the Landscape Architect Registration Examination (LARE) with respect to national and state requirements, expense, and pass rates

PROFESSIONAL QUALIFICATIONS

- Understanding the future of the profession with regards to impact on education and regulation, etc.
- Articulating the requirements of contemporary landscape architecture practice in California
- Encouraging adequate candidate preparation for licensure

ENFORCEMENT AND SAFETY

- Enforcing rules and regulations
- Defining responsible control for landscape architects
- Conducting consumer complaint analysis
- Enforcing laws against unlicensed practice, including lapsed licenses, and identifying the impact of unlicensed activity on public health, safety, and welfare

PUBLIC AND PROFESSIONAL AWARENESS

- Expanding outreach to consumers and practitioners regarding laws and regulations affecting the practice of landscape architecture
- Enhancing professional relationships as they relate to regulatory issues [i.e., American Society of Landscape Architects (ASLA), Council of Landscape Architectural Registration Boards (CLARB)]
- Strengthening relationships with allied professionals, such as architects, engineers, and Building Officials, to ensure adequacy of LATC regulations and enforcement procedures
- Maintaining communication with licensees (landscape architects and CAB) regarding current regulations and LATC matters

ORGANIZATIONAL EFFECTIVENESS

- Preparing for upcoming sunset review
- Identifying potential future LATC members

MISSION

The mission of the LATC is to regulate the practice of landscape architecture in a manner which safeguards the well-being of the public and the environment by:

- Protecting consumers and users of landscape architectural services
- Empowering consumers by providing information and educational materials to help them make informed decisions
- Informing the public and other entities about the profession and standards of practice
- Ensuring that those entering the practice meet standards of competency by way of education, experience, and examination
- Establishing and enforcing the laws, regulations, codes and standards governing the practice of landscape architecture
- Requiring that any person practicing or offering landscape architectural services be licensed

VISION

As a model organization for consumer protection, the LATC safeguards the public, protects and enhances the environment, and ensures quality landscape architectural services.

VALUES

The LATC will strive for the highest possible quality throughout all of its programs, making it an effective and efficient landscape architectural regulatory organization.

To that end, the LATC will:

- Be **participatory**, through continuing involvement with the CLARB and other organizations
- Be **professional**, by treating all persons who interact with the LATC as valued customers
- Be **proactive**, by providing information and education to consumers, candidates, clients, licensees, and others
- Be **progressive**, utilizing the most advanced means for providing services

GOALS

The LATC has established five goals as a framework for organizing the Strategic Plan.

REGULATION AND ENFORCEMENT

Protect consumers through effective regulation and enforcement of laws, codes and standards affecting the practice of landscape architecture.

PROFESSIONAL QUALIFICATIONS

Ensure that landscape architects are qualified to practice by setting and maintaining equitable requirements for education, experience and examinations.

PROFESSIONAL AND PUBLIC AWARENESS

Improve professional and public awareness and understanding of the profession, and provide opportunities for constituency and professional input to the LATC's mission, activities and services.

ORGANIZATIONAL RELATIONSHIPS

Strengthen effectiveness of relationships with related organizations in order to further LATC mission and goals.

ORGANIZATIONAL EFFECTIVENESS

Provide accessible and responsive quality service to consumers and licensees.

CONSTITUENCIES AND NEEDS

The primary constituency groups of LATC include the following:

Constituency	Needs
Public (clients, users, general public)	Competent professionals Assurance of recourse Stewardship/environmental protection/safety Information on contracting with landscape architects
Licensees	Fair enforcement Regulation of practice High standards of competency and equitable licensing
Students	Information Coordinating with schools to communicate licensure and practice requirements
Candidates	Fair exams Timely response to requests Quality, accurate and relevant information
Building Officials Architects Landscape Contractors Engineers	Maintaining standards, regulation, and information Information on practice standards for landscape architects
Legislators	Consumer protection Clear definition of standards
CLARB	Information and participation
Department of Consumer Affairs (DCA)	Support and information
ASLA and the California Council of the American Society of Landscape Architects (CCASLA)	Regulation of profession and information

ACTION PLAN

The Action Plan is a dynamic framework for the many activities the LATC performs in promoting and meeting its goals. The goals and objectives are assigned to committees, subcommittees, task forces, staff, or individuals as appropriate who create more detailed action plans in order to meet the goals and objectives set by the LATC.

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REGULATION AND ENFORCEMENT

GOAL: Protect consumers through effective regulation and enforcement of laws, codes and standards affecting the practice of landscape architecture.

Ongoing Responsibilities

- Address consumer complaints in a timely and effective manner
- Analyze pattern of consumer complaint data to keep track of major issues
- Review and update the Landscape Architects Practice Act and Regulations to keep pace with changes in practice
- Maintain communications with licensees regarding the obligations and requirements of licensure

Objectives	Target Date
1. Clarify re-licensure process by proposing amendments to Business and Professions Code Section 5651 and to California Code of Regulations Section 2624.	September 2003
2. Update the Landscape Architects Practice Act.	January 2004
3. Implement complaint disclosure procedures.	January 2004
4. Develop, review and disseminate a practice-oriented “Frequently Asked Question” guide to the Landscape Architects Practice Act.	January 2004
5. Work with the California Architects Board to achieve compliance with Business and Professions Code Sections 5678.5 and 5679.5.	January 2004
6. Determine appropriate courses of action regarding the recurring problems identified from consumer complaint data.	January 2004
7. Review consumer satisfaction survey results to determine implications for potential program changes.	March 2004
8. Work with the Attorney General’s office to encourage compliance with reporting of judgments.	March 2004
9. Recommend appropriate course of action with regard to unlicensed activity and exemptions.	June 2004
10. Develop a process and work plan for addressing scope of practice issues in California.	June 2004
11. Implement methods to collect unpaid fines for unlicensed activities by following CAB’s methodology.	June 2004
12. Review the schedule of administrative fines in California Code of Regulations (CCR) Section 2630 and modify as necessary.	June 2004
13. Propose legislation to give LATC authority to require licensees to certify compliance with reporting of settlements and judgments at time of license renewal.	June 2005

PROFESSIONAL QUALIFICATIONS

GOAL: Ensure that landscape architects are qualified to practice by setting and maintaining equitable requirements for education, experience and examinations.

Ongoing Responsibilities

- Ensure access to the profession by providing a fair and equitable process for licensure of qualified candidates
- Ensure that exams are kept current and meet all legal requirements
- Educate licensees on specific practice issues in California
- Review and monitor LATC's role in landscape architectural education
- Review and make recommendations to revise the Landscape Architects Practice Act and LATC's regulations to reflect current practice
- Oversee the content, development, and administration of the California Supplemental Examination

Objectives	Target Date
1. Develop a process and work plan for addressing continuing education, California Supplemental Examination, CLARB policy, and other related issues.	June 2004
2. Review CCR Section 2620.5 and recommend potential changes regarding approved extension programs.	June 2004
3. Update the California Supplemental Examination.	June 2004
4. Discuss and assess continued competency in landscape architectural practice to determine potential course of action.	June 2004
5. Investigate the feasibility of conducting a California specific occupational analysis.	January 2005
6. Review CCR Section 2620 and recommend potential changes to clarify regulation.	January 2005

PROFESSIONAL AND PUBLIC AWARENESS

GOAL: Improve professional and public awareness and understanding of the profession, and provide opportunities for constituency and professional input to the LATC's mission, activities and services.

Ongoing Responsibilities

- Maintain effective communication with LATC constituencies, including licensees, clients, general public, students, candidates, and Building Officials
- Continue ongoing dialogs with educational institutions
- Participate in consumer, public, and professional awareness events
- Continue to review and update the LATC Communications Plan and emphasize consumer and professional awareness
- Update written materials and LATC's Web site as needed
- Maintain a presence at schools of landscape architecture to inform students about licensing requirements

Objectives	Target Date
1. Update the LATC Web site to conform to new statewide portal requirements and expand on-line services.	January 2004
2. Develop and implement a methodology for improving communications with educational institutions and monitor its effectiveness to determine future course of action.	June 2004

ORGANIZATIONAL RELATIONSHIPS

GOAL: Strengthen effectiveness of relationships with related organizations in order to further LATC mission and goals.

Ongoing Responsibilities

- Maintain working relationships with CAB and DCA
- Work with CLARB, Landscape Architectural Accreditation Board (LAAB), and Council of Educators in Landscape Architecture (CELA) to influence the national examination and to ensure that California-specific issues are addressed
- Exchange information with organizations that will assist LATC in the regulatory process, such as ASLA, CCASLA, AIACC, Building Officials and engineers
- Maximize involvement in CLARB committees

Objectives	Target Date
1. Analyze CLARB-related issues and develop an LATC strategy and policy for addressing these issues. Ensure that the strategy includes reciprocity.	January 2004
2. Invite CLARB, CCASLA, CELA, and LAAB members to LATC meetings.	January 2004
3. Establish LATC liaisons with Contractors State License Board, the Board of Professional Engineers, and public agency officials.	June 2004
4. Define methodology to assist public agencies (e.g., Building Officials, planning departments, park and recreation departments, and public works agencies) in complying with Practice Act.	June 2004

ORGANIZATIONAL EFFECTIVENESS

GOAL: Provide accessible and responsive quality service to consumers and licensees.

Ongoing Responsibilities

- Improve service to all constituencies through timely, cost-effective, and efficient operations
- Encourage licensee participation in the LATC
- Update LATC Administrative Procedures Manual on a regular basis
- Monitor legislation that impacts landscape architectural practice as it relates to the public health, safety, and welfare

Objectives	Target Date
1. Submit Sunset Review Report to CAB Executive Committee.	March 2003
2. Identify ways to increase licensee participation on LATC task forces, subcommittees, etc.	June 2003
3. Establish a newsletter editorial calendar.	June 2003
4. Review draft of licensee survey to determine its purpose and function in LATC planning.	June 2003
5. Establish a review cycle for major LATC programs, deliverables, etc.	September 2003
6. Monitor State budget conditions and maintain clear budget priorities.	January 2004
7. Create a list of volunteer participation opportunities. Develop and implement LATC volunteer recognition program.	January 2004
8. Develop a LATC committee member position description and orientation program.	January 2004
9. Utilize former LATC members on LATC committees and task forces to maintain organizational memory.	September 2004

APPENDICES

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APPENDIX A

LATC ACCOMPLISHMENTS 2002

LANDSCAPE ARCHITECTS TECHNICAL COMMITTEE

The Landscape Architects Technical Committee (LATC) elected Linda Gates as chair and David Tatsumi as vice-chair at its meeting on May 8, 2002. The third Committee member is Sandra Gonzalez.

In November 2002, Stephanie Landregan was appointed by Herb J.Wesson, Speaker of the California State Assembly, replacing David Tatsumi on the LATC.

The LATC met on the following dates and locations in 2002:

February 7-8, 2002	Sacramento
May 8, 2002	Sacramento
August 15, 2002	Sacramento
December 12, 2002	Sacramento

STRATEGIC PLAN

The LATC met in Sacramento on February 7-8, 2002, to update its Strategic Plan. The meeting was facilitated by Daniel Iacofano of Moore Iacofano Goltsman, Inc. The plan was approved by the LATC at its May 8, 2002 meeting and approved by the Board at its May 31, 2002, meeting. Due to the delay in the adoption of the 2002-2003 State Budget, the 2002 LATC Strategic Plan was not printed and distributed to the Board, CLARB member states and other interested parties until September 24, 2002.

◆ REGULATION AND ENFORCEMENT ◆

CALIFORNIA BUILDING OFFICIALS (CALBO) ANNUAL BUSINESS MEETING

CAB and LATC staff attended the CALBO Annual Business Meeting on March 12-15, 2002 in San Diego. Staff had an exhibitor's table with publications and handouts to distribute publications and answer questions from attendees.

COMPLAINANT SATISFACTION SURVEY

As a requirement of the Sunset Review Report, the LATC conducted a complainant satisfaction survey in September 2002. Enforcement staff analyzed results to provide responses in the report and to take appropriate action with regards to the consumer complaint process. Staff has adopted the survey as an ongoing component of the complaint process in order to address relevant issues that are brought to the LATC's attention.

COMPLAINT DATA

An objective in the 2002 Strategic Plan was to analyze complaint data and determine appropriate courses of action for recurring problems. An Enforcement Program Report and statistics were provided at all LATC meetings in 2002. In addition, the LATC saw a need to educate and survey public agencies in California as they play a role in regulation of the practice. The LATC discussed developing a strategy to utilize the survey results and foster an ongoing relationship with public agencies. The LATC also appointed a Scope of Practice Exceptions Exemptions Task Force to examine these items in the Practice Act. The objective is to better clarify practice parameters for licensees, unlicensed persons, and exempted professionals as they relate to public health, safety, and welfare.

COMPLAINT DISCLOSURE POLICY

On February 25, 2002, Doug McCauley received from DCA Director Kathleen Hamilton a copy of the Department's revised Proposed Standards for Consumer Complaint Disclosure. Her memorandum asked that he discuss the proposal with the LATC/Board and consider it as a framework for the LATC/Board's disclosure policy. Prior to receipt of this memorandum, the Board had begun evaluating its existing Complaint Disclosure Policy and complaint Disclosure Procedures. The LATC met on May 8, 2002, to review its existing complaint policy and procedures. At the meeting, Taryn Smith, Special Aide to the Director, explained DCA's revised Proposed Standards for Consumer Complaint Disclosure. The Committee had an opportunity to discuss this proposal with Ms. Smith and consider possible revisions to the LATC's disclosure policy. At the August 15, 2002, meeting, the LATC discussed possible revisions to the Board's Consumer Complaint Disclosure Policy and Procedures and DCA's Recommended Standards for Consumer Complaint Disclosure. Don Chang, Legal Counsel reported that the Board of Psychology (BOP) had recently received information from the Attorney General's (AG) office regarding the disclosure of cases that were referred to the AG's office. The LATC decided to defer making any decisions on this matter until the AG's opinion is reviewed. On December 5, 2002, the Board approved recommended revisions, with the exception of disclosing enforcement actions on the Web site and in the newsletter. On December 12, 2002, the LATC was asked to consider the Board's final decision regarding recommended revisions to the Board's current

policy, approve a policy that is consistent or comparable with the Board's policy, and proceed with a regulatory package for CCR section 2608 (Complaint Information System) that captures revisions to the LATC's policy. The LATC will continue to closely monitor the Board's and Department's actions/recommendations with regards to complaint disclosure. and will continue to follow the Board's lead on this matter.

LEGISLATION

Senate Bill 2025, Chaptered on September 27, 2002, extended the Sunset Review date for the LATC and CAB for a one year period. The LATC will submit its report to the Joint Legislative Sunset Review Committee by September 1, 2003.

In September 2002, LATC staff submitted proposed provisions for DCA Omnibus Bill to amend the following Business and Professions Code sections (BPC):

- BPC section 5640 – clarifies other terms or titles that are confusingly similar and that may imply or indicate that an individual is a licensed landscape architect
- BPC section 5657 – clarifies the address the licensee is required to provide to the Board in order to aid the LATC's ability to conduct business with the licensee
- BPC section 5659 – clarifies what is required of a licensee when preparing plans and other instruments of service. The proposal changed the statute to read "shall" as opposed to "may" in regards to the requirement for licensees to obtain a stamp upon licensure. In addition the change made it clear that a stamp is required for all plans and instruments of service

PUBLIC AGENCIES SURVEY

The 1996 Joint Legislative Sunset Review Committee's (JLSRC) findings instructed the DCA, which was assuming the former Board of Landscape Architect's functions, to survey public agencies to determine if non-licensure would limit their ability to contract with a landscape architect. In January 2002, the LATC surveyed public agencies to determine if the JLSRC's 1996 finding was still an issue and to better understand the emerging trends relative to the practice of landscape architecture. Outside of the requirement for Sunset Review, the surveys allowed the LATC to gain a better understanding of the interaction and perception of landscape architects with regard to public agencies. The surveys were sent to over 1,800 public officials in California and approximately 37% replied. The survey population included Building Officials, Parks and Recreation Department Officials, Planning Directors, and Public Works Directors. A conclusion from the surveys was the need for more outreach to public agencies for the purpose of strengthening collaboration with these agencies and increasing the public agencies' awareness of the LATC and the services it provides. Listed below are a number of outreach efforts to public agencies that the LATC and staff have undertaken:

Public Agencies Outreach Efforts:

- Created and distributed licensee rosters to public agencies
- Developed and disseminated an informational letter to public agencies defining appropriate use of titles in landscape architecture
- Developed and disseminated a Landscape Design Professions Chart defining scope of practice for landscape architects, landscape contractors and unlicensed persons

- Partnered with CAB on their Building Officials Contact Program
- Developed and distributed Frequently Asked Questions (FAQs)

REGULATORY CHANGES

Licensing Fees The LATC preliminarily approved an additional amendment to CCR section 2649 (Fees) at its meeting on December 14, 2001. The proposed amendment to the regulation waived the licensee renewal fee for a two-year period in order to reduce the LATC's surplus fund balance. Additional research and projections prepared by the LATC's budget analyst and further review by staff indicated that reducing the renewal fee from \$300 to \$100 for the two-year period would be a better alternative for reducing the surplus fund balance. Upon review of the new projections, the LATC retracted its December 14th decision and gave preliminary approval to reduce the renewal fee to \$100 for the two-year period. Staff amended the necessary regulatory documents and submitted them to the Legal Office for review on March 21, 2002. The Notice of Proposed Changes in the Regulations was submitted to the Office of Administrative Law (OAL) on March 26, 2002 and was published on April 5, 2002. The proposed amendment was given final approval by the Board at its meeting on May 31, 2002. On June 13, 2002, the State and Consumer Services Agency informed DCA that the LATC should modify its proposal in order to achieve a lower surplus fund balance, closer to a three-six month reserve. LATC staff worked with the budget office and determined that reducing the renewal fee to \$50 for the two-year period should meet Agency's directive. However, in December 2002, the LATC's budget analyst was notified that the LATC's reserve fund was earmarked for a loan to the General Fund in the amount of \$1,000,000. In January 2003, the LATC was formally notified that the loan would be made to the General Fund at the end of the 2002/03 fiscal year. On February 28, 2003, the LATC was notified that its reserve fund was targeted for an additional loan to the General Fund in the amount of \$225,000. These funds will be transferred to the General Fund in October 2003. Because the loan to the General Fund will significantly reduce the LATC's reserve fund a Notice of Decision Not to Proceed with Rulemaking Action will be prepared to formally withdraw the rulemaking file.

Proposed Regulatory Amendments On June 4, 2001, the Board approved the proposed amendments by the LATC to the California Code of Regulations (CCR) sections 2620.5 (Requirements for an Approved Extension Certificate Program); 2649 (Fees), and 2671 (License Number Required in Public Presentments and Advertising) as detailed below:

1. *CCR Section 2620.5 (Requirements for an Approved Extension Certificate Program). The prior unit requirements set forth in the regulation did not comply with the standard semester / quarter unit conversion ratio and did not represent requirements that are consistent with graduate level programs. Because the curricula of extension certificate programs are comparable to graduate level work, the unit requirements should also be comparable. A review of graduate programs throughout the country revealed that the average number of semester units required of students at the master's level is 60. The proposal established minimum standards that comply with the standard semester and quarter unit conversion ratio and are comparable with the unit requirements of graduate level programs.*
2. *CCR Section 2649 (Fees). As a result of legislation (SB 1863), effective January 1, 2001, Business and Professions Code Section 5643, which allowed out-of-state landscape architects to practice in this state with a temporary certificate, was repealed. The purpose of this proposal was to delete the fee for and reference to temporary certificates in subsection*

(c) of the existing regulation. and to change the fee for obtaining a duplicate license. This amendment made the duplicate license fee consistent with the duplicate license fee prescribed by the CAB.

3. *CCR Section 2671 (License Number Required in Public Presentments and Advertising). The existing regulation required a landscape architect to include his or her name, the words "landscape architect" and his or her valid unrevoked California license number in all forms of advertisements or presentments made to the public in connection with the rendition of landscape architectural services. The purpose of this proposal was to eliminate the license number requirement in all forms of advertisements or presentments to the public to be consistent with the requirements of the CAB.*

The regulatory packet was sent to the State and Consumer Services Agency on July 17, 2001; was approved by Agency on August 7, 2001 and was then forwarded to DOF on October 17, 2001. The rulemaking file was approved by DCA on February 1, 2002 and was then submitted to the Office of Administrative Law (OAL) on February 15, 2002. The rulemaking file was approved by DOF on March 1, 2002 and was then approved by OAL and filed with the Secretary of State on March 29, 2002. The regulations became effective on April 28, 2002. The regulatory changes were posted on the LATC Web site and reported in the LATC quarterly newsletter.

REPORTING OF SETTLEMENTS AND JUDGEMENTS

At the October 25, 2001 Sunset Review Task Force meeting, the Task Force discussed BPC section 5678.5 (Board Receipt of Report on Insurer's Settlement or Arbitration Award) and section 5679.5 (Report to Board on Settlement or Arbitration Award; Compliance with Section by Counsel). Staff informed the Task Force that neither insurance companies who provide professional liability insurance to licensees nor licensees were complying with the reporting requirements on settlements or arbitration awards in excess of \$5,000. The Task Force directed staff to draft a letter to insurance companies reminding them of the reporting requirements under BPC section 5678.5 and to report any settlement or arbitration award within the last five years to the LATC.

On November 28, 2001, letters were mailed to 11 professional liability insurance companies requesting their compliance with BPC section 5678.5 by providing reports of all settlements and arbitration awards paid on behalf of licensed landscape architects. The LATC received one report from this mailing. On October 8, 2002, the Board sent another letter to insurance companies requesting their compliance with BPC sections 5588 and 5678.5. Additionally, staff was asked to work with the Board's Regulatory and Enforcement Committee (REC) with researching the feasibility of adding a reminder to the license renewal notice advising licensees of the reporting requirements of BPC sections 5678.5 and 5679.5 and developing a recommendation for addressing reporting of judgements at time of license renewal. Since the language in both the LATC's and the Board's Practice Acts regarding reporting of settlements and judgements is identical, it was suggested that the Board take the lead in developing language for the renewal notice and researching other ways to inform licensees and insurance companies about the reporting requirements of judgements/settlements.

On April 12, 2002, Mr. McCauley and Vickie Mayer met with Mona Maggio to provide her with an update on issues that may concern both the Board and the LATC. Mr. McCauley explained

that The American Institute of Architects, California Council (AIACC) did not agree with the Board's interpretation of BPC section 5588 (LATC BPC section 5679.5). AIACC was concerned that the statute implies that if the licensee submits information to the Board regarding a judgement/settlement it is an admission of guilt, even in the case of a nuisance claim. Mr. McCauley advised that AIACC sponsored Senate Bill 256 (Machado), which proposed revised language to BPC sections 5588 and 5589. At the May 8, 2002 LATC meeting, Mr. McCauley suggested the LATC wait to see the outcome of the bill before it took any action. The bill was set to be heard in the Assembly Business and Professions Committee on June 25, 2002, but AIACC opted not to pursue the bill. On August 14, 2002 the Board discussed how to proceed and directed the executive officer to respond to a letter from representatives of four insurance companies and request compliance, and to seek assistance from the Insurance Commissioner if the carriers do not comply. The letter was sent to the carriers on October 8, 2002 on behalf of the Board and LATC. The carriers did not meet the Board's November 15, 2002 deadline to comply. On December 6, 2002 Max Stern, attorney for the DPIC companies, replied to the Board's October letter, restated his interpretation of BPC sections 5588 and 5678.5, and requested additional information. Mr. McCauley requested the Insurance Commissioner's assistance on December 9, 2002. Staff is closely monitoring the Board's actions with regards to this matter in order to act appropriately.

SCOPE OF PRACTICE EXCEPTIONS AND EXEMPTIONS TASK FORCE

The Scope of Practice Exceptions and Exemptions Task Force was appointed in August 2002 to review the current exemptions for unlicensed activity. The Task Force was charged with identifying areas of public safety that are a concern relative to unlicensed activity, as well as those areas that can safely be completed by unlicensed design professionals. The task force was comprised of LATC committee members and members of both the Association of Professional Landscape Designers (APLD) and American Society of Landscape Architects (ASLA). The Task Force was provided with parameters that the LATC deemed should be used in evaluating what activities unlicensed designers could safely perform. Those parameters concerned issues of public safety that are involved in single family residential design, such as: 1) altering of drainage and grading patterns; 2) retaining walls; and 3) site structures, particularly overhead structures.

The Task Force held its first meeting on November 14, 2002 at which time it discussed and reviewed staff recommendations to amend BPC sections 5641 Chapter Exceptions, Exemptions; 5641.5 Golf Course Architects Exempted; and 5645 Irrigation Consultants Exempted. Secondly, the Task Force was asked to discuss and make possible recommendations to the LATC to amend the Landscape Architects Practice Act relating to chapter exceptions and exemptions for architects, professional engineers, land surveyors, and landscape contractors. On December 12, 2002 the LATC gave preliminary approval of the Task Force's recommendation to amend BPC sections 5641, 5641.5, and 5645 and to include exceptions and exemptions for architects, professional engineers, land surveyors, and landscape contractors. The LATC will finalize the proposed amendments for the Board's approval in 2003.

❖ PROFESSIONAL QUALIFICATIONS ❖

CANDIDATE HANDBOOK

The *Candidate Handbook*, “*A Guide to Landscape Architectural Licensing in California*” was distributed to candidates to provide the most current information regarding the LATC, eligibility requirements, an overview of the LARE, and the California Supplemental Examination. The LATC is revising the Candidate Handbook for the 2003 examination cycle.

The LATC also continued to distribute the publication, “*Firescape - Landscaping to Reduce Fire Hazard*,” to exam candidates. This brochure provides landscape professionals and consumers with suggestions on how to minimize fire hazards (e.g., minimizing or eliminating highly flammable plants, creating a fuel break around a home, and removing flammable debris).

RE-LICENSURE

Staff revised re-licensure forms for individuals seeking a new license three to five years after their license has expired. The revisions clarified requirements for these individuals.

❖ PROFESSIONAL AND PUBLIC AWARENESS ❖

COMMUNICATIONS PLAN

Consumer Guides and Licensure Posters Beginning in December 2001 and continuing through October 2002, the LATC Consumer Guides and Licensure Posters were distributed to 765 landscape architectural firms and businesses in California.

Licensee Roster A Licensee Roster was developed to assist Building Officials with licensure verification when reviewing plans. Rosters and Consumer Guides were distributed to Building Officials in January 2002, as part of an outreach program coordinated through the Board.

Scam Jam 2002 The LATC and CAB along with other DCA offices, participated in the San Diego Better Business Bureau's annual "Scam Jam 2002" fraud prevention seminar on June 8, 2002 at the Community Concourse's Golden Hall, in downtown San Diego. This major event was attended by over 2,000 people, mainly senior citizens. The Department's Director, Kathleen Hamilton, was one of the keynote speakers. CAB and LATC staff were available to answer questions and distribute publications at this event.

LANDSCAPE ARCHITECTS PRACTICE ACT

The Landscape Architects Practice Act with Rules and Regulations was revised to include amendments to existing statutes and regulations and incorporate general provisions of the Business and Professions Code. The LATC plans to publish a revised Practice Act in 2003 which will be available to licensees and interested parties.

NEWSLETTER

The LATC's newsletter was mailed in May and November 2002 to examination candidates, current and delinquent licensees, CLARB member boards, public agencies, and the LATC's interested parties mailing list. Approximately 5,800 copies of each issue were distributed.

PARTNERSHIP WITH CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

The LATC continued its partnership with the California Integrated Waste Management Board (CIWMB) to encourage licensees and consumers to find ways to protect the environment. Richard Zweifel, Chair of the LATC Education Subcommittee met with CIWMB staff to discuss the development of sustainable environmental design curriculum. The LATC's newsletter regularly features articles submitted by Ken Decio, Integrated Waste Management Specialist with the CIWMB.

STUDENT OUTREACH

As part of its Student Outreach Program, letters were sent to landscape architectural program directors in California on February 28, 2002, discussing the LATC's student outreach efforts and requesting student participation with the LATC newsletter.

On November 21, 2002, former LATC member David Tatsumi met with landscape architectural students at Cal Poly Pomona to discuss licensure in California. The purpose of this outreach effort is to make students aware of licensure requirements early in their academic careers so they can plan for the broad range of education and experience they need to prepare for the licensing exam. This outreach effort commenced in November 2000. Thus far the LATC has met with students at California Polytechnic State University, San Luis Obispo; University of California, Berkeley; University of California, Los Angeles; and University of California, Davis.

WEB SITE

The LATC updated its Web site throughout 2002. Information available on the site includes: LATC member biographies; the Consumer Guides; the Landscape Architects Practice Act with statutory/regulatory changes; the Candidate Handbook, other examination materials and applications; a licensee database which can be queried by name, license number, or city; complaint forms; enforcement actions; meeting schedules and locations; newsletters; and email capabilities.

❖ ORGANIZATIONAL RELATIONSHIPS ❖

As part of its Strategic Plan, the LATC began active participation in working with the profession through liaison activities. Committee members and/or staff attended the following meetings:

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS (ASLA)

ASLA Annual Meeting LATC members Linda Gates, Mr. Tatsumi, Mr. McCauley, CAB Executive Officer, LATC staff Ms. Maggio, Justin Sotelo, Mary Anderson, and Patricia Fay attended the ASLA's annual national meeting and exposition held in San Jose, California on October 21, 2002. The LATC members met with the ASLA members to discuss issues and emerging trends in licensure of landscape architecture in California and provide an update on the Sunset Review process.

ASLA Licensure Summit On November 1 - 3, 2002, Richard Zweifel, LATC Education Subcommittee Chair, attended the ASLA 2002 Licensure Summit in Ft. Worth, Texas. This Summit is the collaborative effort of ASLA, CLARB and the Council of Educators in Landscape Architecture (CELA).

California Council of the American Society of Landscape Architects (CCASLA) Dennis Otsuji participated in monthly conference calls with the CCASLA to discuss ideas of mutual interest between CCASLA and the LATC and to maintain the support of CCASLA for the upcoming Joint Legislative Sunset Review in 2003.

On May 22, 2002, LATC Chair Ms. Gates presented an overview of the LATC's accomplishments and an update on the Sunset Review process to the Northern California Chapter of CCASLA at its 2002 Awards Banquet.

COUNCIL OF LANDSCAPE ARCHITECTURAL REGISTRATION BOARDS (CLARB)

CLARB Annual Meeting The CLARB Annual Meeting was held September 12-15, 2002 in New Orleans, Louisiana. Linda Gates, Mr. Tatsumi, Ms. Gonzalez, and Ms. Maggio attended. Ms. Gonzalez was elected as 2nd Vice President of CLARB's Board of Directors on September 14, 2002.

CLARB Committees Sandra Gonzalez served on the CLARB Strategic Planning Committee and David Tatsumi served on the Model Law and Certification Committee. Additionally, Ms. Gonzalez, Mr. Tatsumi and other LATC task force members serve as CLARB examination item writers, graders and master graders.

CLARB Member Board Administrators Workshop LATC Program Manager Mona Maggio attended a special session for CLARB Member Board Administrators and Executive Directors on January 10-11, 2002 in St. Louis, Missouri. The purpose of this session was to provide an orientation to the process of developing, updating and scoring the Landscape Architect Registration Examination (LARE).

CLARB Spring Regional Meeting On March 1-3, 2002, Ms. Gonzalez and Ms. Maggio attended the CLARB 2002 Spring Regional Meeting in Cincinnati, Ohio. This meeting warranted a full agenda, as the previous CLARB annual meeting in September 2001 was cancelled due to the events of September 11th. Ms. Gonzalez was elected Alternate Director for Region V and was nominated for 2nd Vice President of CLARB.

❖ EXAMINATIONS ❖

CALIFORNIA SUPPLEMENTAL EXAMINATION

The California Supplemental Examination, structured as a take-home exam, is readily available to reciprocity candidates and speeds up the licensing process by several months. The examination covers knowledge, skills, and abilities (KSAs) deemed essential to safe practice in California while avoiding duplicity with KSAs already covered on the national examination. The examination was sent to 168 candidates in 2002, 121 of whom passed and became eligible for licensure (47 examinations were pending at the end of 2002).

LANDSCAPE ARCHITECT REGISTRATION EXAMINATION (LARE)

The LARE sections A, B, C, D and E were administered to 319 candidates on June 10-12, 2002, at the Riverside Convention Center in Southern California and the Sacramento California Exposition and State Fair facilities in Northern California. As a result, seven candidates became eligible for licensure and 64 will be eligible once they pass the California Supplemental Examination.

Forty-eight individuals requested to review their failed graphic performance sections of the June 2002 LARE. Review sessions were held on November 15, 2002 at the University of California, Los Angeles, Extension Certificate Program and on November 18, 2002 at the LATC office in Sacramento.

LARE sections C and E were administered to 210 candidates on December 9-10, 2002 at the Riverside Convention Center in Southern California and the Sacramento California Exposition and State Fair facilities in Northern California. Examination results will be mailed in mid-March 2003.

❖ COMMITTEE ACTIVITIES ❖

LATC MEETINGS

The LATC met four times in 2002. The LATC's actions at each meeting are as follows:

February 7-8, 2002 - Sacramento

- Conducted a Strategic Planning Session to update the LATC Strategic Plan
- Discussed proposed amendment to CCR 2649 to waive the license renewal fee for a two-year period in order to reduce the LATC's surplus fund
- Discussed proposed regulations to amend CCR sections 2620.5, Requirements for an Approved Extension Certificate Program; 2649, Fees; and 2671, License Number Required in Public Presentments and Advertising
- Discussed Market Conditions Assessment Focus Group Report and options for completing phase two (licensee survey) and phase three (dialogue with landscape architecture educators)
- Reviewed a request for re-licensure

May 8, 2002 - Sacramento

- Approved 2002 Strategic Plan
- Elected officers Linda Gates, Chair and David Tatsumi, Vice-Chair
- Discussed utilizing CLARB's Center for Collaboration and Education in Design to develop public service announcements for the LATC
- Discussed and compared the DCA Consumer Complaint Disclosure to the LATC's Complaint Disclosure, CCR section 2608
- Discussed the CCASLA conference calls
- Received a briefing on enforcement actions and discussed exemptions for unlicensed individuals

August 15, 2002 - Sacramento

- Approved Focus Group Report
- Discussed LATC presentation at the ASLA annual national meeting on October 18, 2002
- Discussed and approved the Sunset Review Task Force's recommendations regarding amendments to the Landscape Architects Practice Act
- Appointed a Scope of Practice Exceptions and Exemptions Task Force to review exemptions in the Landscape Architects Practice Act
- Discussed CLARB's 2002 Annual Meeting agenda, proposed amendment to Resolution I
- Reviewed a request for re-licensure
- Reviewed and discussed Frequently Asked Questions Pamphlet draft
- Discussed the use of data obtained from the public agencies' surveys

December 12, 2002 – Sacramento

- Reviewed and approved Scope of Practice Exceptions and Exemptions Task Force recommendations to amend the Landscape Architects Practice Act, Business and Professions Code Statutes
- Discussed and approved the proposed revisions to the LATC Complaint Disclosure Policy and Procedures
- Discussed and made recommendation to add review of CCR section 2640, Education Training Credits to the 2003 Strategic Plan
- Reviewed Enforcement Program Report
- Reviewed Action and Communication Plans

MARKET CONDITIONS ASSESSMENT

In Spring 2001, the LATC conducted five constituency focus group sessions. The focus groups were designed to serve as the first stage in the Market Conditions Assessment (MCA) project identified in the 2000 LATC Strategic Plan. Each focus group brought together representatives from a specific stakeholder group: landscape architects with varied years of licensure and experience; allied professionals; insurance agencies; and public agencies.

The goal of the focus groups were to:

- Gather broad-based input for the annual update of the Strategic Plan
- Identify issues affecting regulation of the practice of landscape architecture in California
- Understand the marketplace and how it might affect regulation of the practice
- Better understand regulatory needs in terms of the examination process, qualifications for licensure, standards of practice, enforcement, and unlicensed activity
- Gain insight as to the knowledge, skills, and competencies of today's professional landscape architects and the areas in which they need to improve in the future

Participants also provided feedback on the LATC's role, effectiveness, and areas needing improvement, with an emphasis on the specific elements of the LATC's mission.

At its August 12, 2002 meeting, the LATC reviewed these findings and attempted to determine which areas are within LATC's purview, and which are the responsibilities of LATC, the Council of Landscape Architectural Registration Boards (CLARB), the American Society of Landscape Architects (ASLA), public officials, the marketplace, or a combination thereof. The findings of that research were compiled into the ***Focus Group Meetings Summary Report: How Segments of the Design and Construction Industries View Landscape Architects*** which was distributed to LATC members, Board members and staff on November 20, 2002.

LATC members will use the focus group findings to identify potential issues that affect the regulation of the practice of landscape architecture, and ultimately the protection of the public health, safety, and welfare.

The LATC will determine whether to proceed with the MCA phase II (licensee survey) and phase III (dialog with educators) in early 2003.

SCOPE OF PRACTICE EXCEPTIONS AND EXEMPTIONS TASK FORCE

The LATC appointed a Scope of Practice Exceptions and Exemptions Task Force (Task Force) at its August 15, 2002 meeting. Tom Lockett chaired the Task Force which consisted of Laurie Calloway, Richard Ciradella, Lynn Cunningham, Linda Gates, Jackie Ignon, William Roach and Andrea Swanson.

The Task Force was charged with examining the scope of practice and exemptions currently identified in the Landscape Architects Practice Act. The Task Force was provided with parameters that the LATC believed should be used in evaluating what activities unlicensed design professionals could safely perform. Those parameters concerned issues of public safety that are involved in single family residential design, such as: 1) altering of drainage patterns; 2) retaining walls; and site structures, particularly overhead structures. The Task Force met on November 13, 2002 and represented landscape architects and landscape designers who primarily work in residential settings. The Task Force drafted proposed amendments to the Practice Act, BCP sections 5641 (Chapter Exceptions, Exemptions); 5641.5 (Golf Course Architects Exempted); and 5645 (Irrigation Consultants Exempted). Additionally, the Task Force recommended adding to the Practice Act exemption statutes for architects, professional engineers and land surveyors and landscape contractors. At the December 12, 2002 LATC meeting, the Committee approved the Task Force's proposed amendments to BPC sections 5641.5 (Golf Course Architects Exempted) and 5645 (Irrigation Consultants Exempted) and adding exemption statutes for architects, professional engineers, land surveyors and landscape contractors. The LATC discussed the Task Force's proposed amendment to BCP section 5641 (Chapter Exceptions, Exemptions). After discussion and edits to the proposed amendment, the LATC gave preliminary approval and requested the amendment be forwarded to CAB for final approval.

SUNSET REVIEW TASK FORCE

The LATC appointed a Sunset Review Task Force at its meeting on August 17, 2001. Dennis Otsuji was selected as Chair, and Rick Ciardella, Linda Gates, Tom Lockett, Dave Mitchell, and Richard Zweifel were appointed as Task Force members. The group met on September 4, 2001 and reviewed the 1995 Sunset Review Report prepared by the former Board of Landscape Architects and the 1996 Joint Legislative Sunset Review Committee Findings and Recommendations Report. Assignments to work on specific items and timelines were developed. The Task Force met again on October 25, 2001 to discuss the status of assignments and to review the work plan and timelines. The Task Force met on December 14, 2001 to discuss the status of assignments, to review the work plan, and revise the timeline. Mr. Otsuji directed Task Force members to submit their completed assignments to staff by December 28, 2001 in order to prepare a draft report for review at the February 7, 2002 Task Force meeting. The Consumer Satisfaction Survey was mailed out on September 17, 2002 to all complainants of complaints closed in the last five years. Enforcement staff analyzed results to provide responses in the report and to take appropriate action with regards to the consumer complaint process.

The Task Force met again on August 15, 2002. The Task Force reported on assignments, discussed possible amendments to statutes and exemptions in the Landscape Architects Practice

Act, and discussed Sunset Review findings regarding the professional competence of landscape architects. The Task Force also reviewed its work plan and timeline.

The Task Force met again on October 11, 2002. The Task Force reviewed a draft of Part I of the Sunset Review Report and provided staff with direction on the preparation of selected responses for Part II. The Task Force also reviewed its work plan and timeline.

The Task Force met again on December 12, 2002. The Task Force reviewed responses for Part II focusing on practice issues that require direct input from the Task Force in order to complete the draft report.

APPENDIX B

COMMUNICATIONS PLAN

To support its strategic priorities, the LATC conducts information and outreach activities. This plan presents key messages, existing communication channels, and preliminary strategies for improving external communications.

OBJECTIVES

The LATC Communications Plan seeks to achieve the following objectives:

- Protect consumers
- Provide information to licensees regarding standards of practice, their legal and regulatory responsibilities
- Disseminate factual information
- Obtain feedback from licensees to improve overall operations
- Build confidence of landscape architecture professionals
- Maintain consistency

AUDIENCES

The LATC provides information to six main audiences:

- Consumers (clients of landscape architects)
- Professionals (licensed landscape architects)
- Candidates (students and examinees)
- Public Agencies
- Schools
- Professional Organizations

MESSAGES AND KEY INFORMATION

The LATC Communications Plan will provide the following messages and key information to the six main audiences:

CONSUMERS (CLIENTS OF LANDSCAPE ARCHITECTS)

Consumers need information on how to choose the right landscape architect and how to address complaints during or after projects.

PROFESSIONALS (LICENSED LANDSCAPE ARCHITECTS)

Licensed professionals require up-to-date information to stay current in the field and provide quality landscape architectural services. Important information includes:

- Enforcement procedures
- Laws and regulations
- Information that affects the public's health, safety and welfare

CANDIDATES (STUDENTS AND EXAMINEES)

Candidates for examination and those considering the profession need accurate, timely information. Students need information and guidance about the necessary requirements of the practice of landscape architecture, and exam candidates need detailed information to avoid costly mistakes. Other important information includes:

- List of accredited and nonaccredited schools
- Licensing costs

PUBLIC AGENCIES

Public agencies need to have access to information on handling complaints and problems and know that they are partners with the LATC in securing the public health, safety and welfare.

SCHOOLS

Schools with landscape architectural programs need to have practice, licensure and candidate information.

PROFESSIONAL ORGANIZATIONS

Professional organizations, including CLARB, ASLA, LAAB, and CELA, and other state boards, need to be kept informed of LATC activities which may impact their organizations and the industries they represent. These organizations and the LATC need opportunities to exchange information.

CURRENT AND FUTURE COMMUNICATION EFFORTS

LATC members feel that communication efforts towards professionals and candidates are generally good while efforts towards consumers, public agencies, schools, and professional organizations need more focused attention.

ACTIONS

In view of this assessment, the LATC recommends the following actions:

- Increase Web site interactivity/"chat" with technical news items with FAQ's
- Promote Web site by including it on all collateral materials and print communications
- Implement LATC speaker's bureau (coordinate with CLARB Outreach 2000 Program)
- Prepare LATC PowerPoint presentation (coordinate with CLARB Outreach 2000 Program)
- Post Strategic Plan on the Web site, highlighting key issues
- Continue to distribute LATC posters
- Expand distribution of Consumer Guides to allied professionals
- Expand distribution of all LATC publications
- Distribute informational Compact Discs to landscape architectural programs
- Monitor Communications Plan's effectiveness

COMMUNICATION TOOLS

The LATC will utilize the following communication tools to reach the target audiences identified above:

- Web site
- Newsletters
- Candidate handouts
- Consumer Guides (three)
- Committee participation
- Rules and regulations
- Inserts
- Articles
- Joint meetings
- Speaker's bureau
- Media presentations